

The Atharva Times

a quarterly

e-Tabloid

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WOMEN'S DAY 2022

EDITORIAL

Warm greetings to all our stakeholders at AGI (Atharva Group of Institutes). It is truly a matter of immense pleasure and pride to roll out the Second Issue of 'The Atharva Times' e-Tabloid for all the patrons and stakeholders of the Atharva Group of Institutes.

The beginning of 2022 was indeed full of contentment due to the downfall of COVID-19 cases, and the world, and in turn, India had just begun to bounce back to its normalcy after a long pause. Almost all the Institutions in India resumed functioning offline for lectures & exams, and so were the institutes under the AGI as well. However, adversities are always a part and parcel of life. One such adversity that struck the world was the Russia-Ukraine war declared by Russia on 24th February 2022. The Russia-Ukraine war led to a spike in fuel prices affecting the daily commute of millions of people, and also adding up to the rising inflation rate.

In the midst of this, the Institutions under AGI have been unstoppable in their progress, as they were actively involved in numerous activities that have brought to light the hidden potential of their students and the staff. As the world celebrated International Women's Day on 8th March 2022, Atharva Foundation too joined the celebration by organizing The Women Achievers Awards which is a concept by Shri. Sunil Rane and Mrs. Varsha Rane with the purpose of celebrating and upholding various social, economic, and political achievements of women. This second issue has documented accomplishments, such as the formation of numerous extracurricular and co-curricular activities, research conferences, and the events attended by the students, and the staff; the competitions won by exceptionally talented students, and innovative initiatives undertaken by the students with the assistance of faculty, among others. This second issue bears the evidence of the enormous efforts made to make the college a center of educational and research excellence.

In this quarterly issue of The Atharva Times (TAT) e-Tabloid, we've compiled a summary of the major events at all of AGI's associated institutions from January to March 2022. We are confident that our honorable trustees, distinguished directors, HODs, faculty colleagues from all institutions, non-teaching staff from all institutions, all stakeholders, and, most importantly, the entire AGI's beloved students'

fraternity will continue to support The Atharva Times (TAT) e-Tabloid with their innovative contributions, as they have and they always will.

Stay safe.. Stay blessed!

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Inside the Tabloid

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[Note: We're keen to hear from you. So don't hesitate to drop your valid suggestions to us at



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On 29th March 2022, AIMS and ASB launched their Marketing Club named **Markomania passion beyond imagination** to help students understand the importance of marketing in the real world with the help of fun examples and performances. The club was inaugurated by Mr. Winay Bari, Assistant Vice President–Digital Marketing at one of India's leading banks. This was followed by a Skit and Performance by MMS students. The skit was all about different concepts and types of marketing, viz. affiliate

marketing, door-to-door marketing, personal selling, influence marketing, sales promotion, and customer feedback. It was followed by a performance where various TV ad songs were sung to invoke nostalgic memories and to help the audience gain a better understanding of how marketing works.



On 1st April 2022, AIMS and ASB launched their HR club named **Pinnacle-beyond the horizon** to bring out and develop innovation and creativity among

the students. The club was inaugurated by Ms. Minu Joshi and Mr. Mihir More, Founder & Director of Titiksha and Asst. Vice President of A.K Capital Services Ltd. To understand the activities of Human Resources, two activities were introduced during the event. The objective behind the activity was to show the importance of time management, strategy building, and how well HR bridges the communication gap through proper supervision and guidance.



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On 25th March 2022, AIMS and ASB launched their finance club named **Finnix Inspire | Ignite | Innovate** with the objective of staying connected with current financial trends by getting inputs from industry experts and fostering an environment to discuss recent technological developments in the field of finance. The Club was inaugurated by Mr. Aishwarya Bhandari, a Finance enthusiast working in an MNC. A quiz was held wherein certain questions based on finance and current affairs were asked to students and they actively participated. Furthermore, a skit

was

This year's Finance Symposium held on 26th March 2022 was a great success. We want to thank all our esteemed speakers and our moderator for their enthusiasm and wonderful participation. Our Esteemed Speakers shared their valuable insights on the trending topic "

Technological Advancements and Sustainability in the field of Finance". During the symposium, our students got the opportunity to interact with our esteemed speakers. A huge thanks to all our esteemed speakers for sharing with us their unique perspectives. A big shout out to everyone at the conference for inspiring an ever-growing institution.

The Sports Club "Sportify - Let the game begin" of AIMS-ASB held an event

"Josh- Atharva's Sports day, 2022 on the 22nd of March, 2022. The event started with the official launch of Sportify, followed by performances by AIMS-ASB students to get everyone in the spirit of the sports day. Various games such as Carrom, Chess, Relay, Arm Wrestling, Skipping, Push-Ups were held. A game of "Disconnecting Talks" was held for the faculty. The event concluded with a few words from the dignitaries who also presented the winners and runner-ups with certificates.

"Goonj - The voice of youth" The Cultural Club of AIMS-ASB was launched on the 24th of February, 2022. The first cultural event was "Rangeen Bharat" - Atharva's Traditional Day, 2022. The students of AIMS-ASB had dressed up in colorful

traditional clothing representing different states and cultures. The event started with the lighting of the lamp, followed by solo and group dances and singing performances by the talented students of AIMS-ASB.

Towards the end of the event, a fashion show was held showcasing the diversity of India. The event ended with a dance performance followed by a vote of thanks.

On 15th February, the inauguration of the CSR club of AIMS-ASB called, '**Sparsh - touching lives**' was held. Shakuntala Majumdar, who is an Indian animal rights activist, was awarded the Nari Shakti Puraskar for her work for the Society for Protection of Cruelty to Animals in Thane was the guest of honor. The event took place in the seminar hall of AGI and more than 150 students were part of it. The guest Shakuntala Majumdar also spoke about her experience in this arena and motivated everyone present to come forward and help people as well as animals and plants in our own unique way. All the students were deeply touched by her kind words and strong will to create a difference in society.

On 20th March & 2nd April, a **beach cleanup** activity was organized by Sparsh for all students. It was an exceptional initiative taken by the institute wherein it had participated with Bhoomi Foundation and coordinated a massive beach cleanup at Juhu Beach. All the students were gathered at 8 am sharp and were all geared up to make the area we were allocated for cleaning spik and span. Big efforts are required to get the beach back to pristine condition and this was a sensational start. It helped us realize what a difference a couple of hours can make. So much waste was collected by the students of AIMS-ASB and was later discarded in a proper way by a civic body

to become good leaders in the corporate world. Keeping this in mind, on 15th January 2022, Mr Ashish Vyas, Vice President, Leading Investment Bank, Ex-employee of Deutsche Bank, Master in Finance shared his

Expert talks is a program held for the students of AIMS-ASB to introduce students to various topics from different fields and increase their knowledge prowess. In our recent episodes of Expert Talks, on 8th of January and 22nd of January, Mr Swapnil Rathore, Sr. Manager, Suryoday Small Finance Bank shared his insights on the topic "Business Process Excellence".

IT TALKS

LEADERSHIP TALKS

valuable experiences on the topic "What got you here, won't get you there" with our students. On 29th January, in our 11th episode of Leadership Talks, Ms. Nitasha Shankar, Group Executive Vice President at Yes Securities (India) Limited shared her valuable insights on "How To Build Competencies In The Finance Domain" with our students.

Alumni Speaks EXPERT TALKS

Global Services Limited who shared his valuable insights on the topic "Unlocking Business Value Through Enterprise Data Management" and Dr Abhijit Sarkar, Sr. Vice-President & Country Head, Administration & Procurement, Sharekhan Ltd shared his valuable insights on the topic "IT in Travel & Hospitality Industry". IT Talks is a PAN India IT Awareness Programme powered by IQAC, AIMS-ASB. The guest speaker for IT talks were Mr. Sachin P Rane, Executive Vice-president - Head Software Solutions, Datamatics

Leadership Talks is a program arranged by AIMS-ASB for the development of leadership skills among students by training them

Alumni Speaks are talks held to familiarize with the journey of going from 'College to hearing from the alumni themselves. Mr. (PGDM 2018-20) who is the Executive, Channel Hiranandani Group, shared his experience on 8th January 2022. Ms. Pooja Mandhare (PGDM 2018-20) who is Human Resource Executive at Thirdwave Solutions Ltd shared her experience on 22nd January 2022. Mr. Vinayak Bhardwaj (PGDM 2013-15') who is Associate Manager, Hedge Fund Operations shared his

students
Corporate' by
Santosh Ray
Sales at

experiences on March 26th, 2022.

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International Business Plan Competition (IBPC)

The International Business Plan Competition (IBPC) 'Chakravyuh 1.0' (The Labyrinth) 2022 was a 2 Day event that was conducted on the 25th and 26th February 2022 for the PGDM/MMS students of batch 2021-2023. The program was convened by Prof. Gaanyesh Kulkarni. Dr. Ansha Gupta & Dr. Shubhi Lall Agarwal were the jury members for Day 1 whereas Dr. (Prof.) Rajesh Jaware, Mr. Sumit Srivastawa & Mr. Bhaskar Dewal were the jury members for Day 2 of the competition. The winners were announced by Mr. Bhaskar Deval where the 2nd runner up was team Sankalp led by Shivam Sharma, Ritika Rathaur, & Garima Mangla from Symbiosis Law school, 1st runner up was team Laundry on Wheels led by Jay Darji & Mukul Deshmukh from Atharva Institute of Management Studies and the winner was team Oggy lead by Samarth Gupta from JECRC University.

Demystifying Budget 2022

On the 5th of February 2022, Mr. Amanpal Singh Chawla, Founder of Advisor Jaroori Hai shared his valuable insights on the topic "Demystifying Union Budget 2022-23". Students got to know the impact of the budget on different sectors. Mr. Chawla also resolved the queries of the audience for further clarity.

MENTORING ACCELERATED PROGRAM

On the 12th of January, 2022, the “Mentoring Accelerated Program” was conducted for all the students. The session was a great success. Our esteemed Speaker, Prof Dr. S.L Gupta, Director at BIT Mesra, Noida Campus stressed the importance of change dynamics and how change management is a critical skill that should be learned by every individual. He also acquainted students with the qualities expected from a management graduate. Our second guest speaker Mr. Amit Suman, Human Resource Manager at Vivanta Hotel Pune talked about the importance of industry professionals in the life of future professionals, managers, and entrepreneurs. He also shared his personal experience and his keenness to be part of the program.

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Career After Graduation

“SPARSH “ The Social welfare Club of Atharva School of Business took an initiative and extended a fantastic opportunity for graduates and soon-to-be graduates to seek answers to the question,

WHAT NEXT?

On 25th March 2022, Atharva School of Business conducted a webinar on “CAREER AFTER GRADUATION” to move a step closer to charting a stellar career ahead. The guest speaker Mr. Avinash Oza (Lead Marketing- ICICI Home Finance

Company Limited) & Director Dr. Harshita Kumar enlightened and guided the students to climb the ladder of success.

AIMS-ASB ECell Events

On January 22, 2022, Mr. Girish Batra, Strategy Lead, Sarthy Venture Investment Partners & Co-founder At Jumpstrat Business Consulting guided the students on the topic of “Investment Planning & Strategy.” The next talk was followed by the topic “Incubation” which was given by Mr. Sumit Srivastawa, Founder & CEO, Startup Chaupal® - Incubator & Angel Network on February 12, 2022. The next month, on March 12, 2022, Mr. Parth Sharma, Co-Founder & CEO, of THEBABYBO shared his valuable insights in our Center For Incubation & Entrepreneurship (CIE).

PGDM- Industrial Visit

Atharva School of Business organized an industrial visit to Jodhpur and Jaisalmer (Rajasthan) for a week for PGDM Semester-1 students (2021-2023) batch in order to enhance their practical stimulation and to let them have an overview of the activities related to manufacturing and other operational activities that take place in different industries. Students visited two prominent industries of Jodhpur (Rajasthan) which involved Kansara Bearings Ltd. and Saras Dairy India among other places such as Mehrangarh Fort, Umaid Bhavan Palace, Khaba fort, Patwon ki Haveli, Jaisalmer Fort. Students also got to experience Camel Safari and Jeep Safari at the Thar Desert. The Visit was organized under the guidance of Hon. Director Dr. Harshita Kumar.

DEPARTMENT OF EXTC

The Department of Electronics and Telecommunication Engineering of Atharva college of Engineering in association with IETE SF - ACE and collaboration with TECH CRYPTORS, had successfully organized a webinar on “Future of Internet Automation on Advance” on 1st February 2022, to commemorate IETE

STUDENT DAY. Mr. Yadnesh Mohan Zagade, CEO, & Sr. Research & Development Engineer TECH CRYPTORS was the event's keynote speaker. 214 learners viewed the webinar from the comfort of their own homes and benefited from the expert's advice in preparing for future exploration.

ALUMNI MEET

On Sunday, 9th January 2022, The Department of Electronics and Telecommunication Engineering of Atharva College of Engineering successfully arranged the 1st Virtual Alumni meet for EXTC alumni. The program started with lamp lighting and Saraswati Vandana, which then proceeded by the talk of our beloved Principal sir, HOD EXTC and TPO. Few of the faculty members shared their experiences, followed by the college life and professional journey experience shared by our Alumni. The alumni interacted with the students about how to build a successful career. The forum was open for discussion on the

Role of Alumni in student development, placements, internships, and industry institute development. Entertainment programs by Alumni and our Current students were at the height of enthusiasm. Around 80 Alumni attended the meeting.

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DEPARTMENT OF INFT

The Department of Information Technology, Atharva College of Engineering, organized a webinar on “Overseas education guidance by IDP Education” on 20th January 2022. The

session provided an opportunity for all TE and BE students to learn about higher education (Master/PhD) opportunities on various continents around the world, including the United States, the United Kingdom, Ireland, Australia, and other countries, as well as job opportunities and the PR process. It was an educational and interactive lesson and the students benefited from it.

DEPARTMENT OF

COMPUTER ENGINEERING NSS ACTIVITIES

The Department of Computer Engineering organized a seminar on “Roadmap for Placement” on 23 February 2022.

The speaker, Mr. Jigar Dave, provided career advice on alternatives accessible after graduation. For instance, higher education, placements, or entrepreneurship.

He has helped students choose the right career route and has explained the information, skill, and aptitude needed to meet the industry’s labor demands. A total of 100 students attended the session.

The session was lively, and students were eager to learn more about the hiring process.

NSS ATHARVA B-57 held a

Thanksgiving Program for Campus Gardeners and Sweepers.

The event began at 4:30 p.m.

The Staffs’ efforts and achievements were recognized with speeches, cards, and chocolates.

Volunteers, faculty members, and all other Atharva Trust employees adhered to all necessary Covid requirements. The event was a great success.

Learning our Indian tribal Art Warli was a fun and educational workshop for students wherein they developed samples on 8thFeb,2022.

The year started with a lot of enthusiasm in students for Arts and Fashion. On 3rd Jan, 2022 Students used unique materials, paper foils and colorful papers for Draping.

On 19th Jan, 2022, students embraced the old movie actresses and recreated their looks from movies, understanding styling and recreating looks inspired by 70s Fashion was the theme for Styling topic.

On 8th March, 2022, we supported Women power, women empowerment and felicitated women from various fields for their hard work and contribution. This event was an award ceremony by Hon. Mr.Sunil Rane Sir and Mrs. Varsha Rane Ma'am where students of ASFA played a big role in management and backstage.

On 28th March, 2022, an interesting concept of Fashion styling was introduced to the students where they had to get inspiration from a periodic movie and restyle the characters. Our students selected Bajirao Mastani for this assignment.

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enthusiastic new batch of students tried their hands on the paper draping, learning folds and structure of Avant Garde garments.

On 3rd Feb, 2022 the

Holi
Celebration
Bollywood Style

how

to become a Radio Jockey

Rang Barse, a fun song and dance event of Bollywood style was organized on 16 March 2022 by the Atharva Institute of Film and Television (AIFT) to celebrate Holi. Students of AIFT and ACFA (Atharva School of Fashion and Arts) came together to put up an entertaining performance that was simply mind-blowing. While students of Film and Television danced away to Bollywood chartbusters, regaling the audience, students of ACFA sashayed down the ramp showcasing their traditional clothing line with style and elan winning big cheers and thunderous applause.

To help students gain insight into the life of a Radio Jockey, Atharva Institute of Film and Television (AIFT) invited Radio Jockey Amaan Rizvi, the ex-program head of Radio Mirchi 98.3 on 26 March 2022 to speak about Radio and the opportunities it offered. Mr. Rizvi spoke about how RJs host shows, various scripted and live shows he has hosted, and the need to have a good sense of humor, communication skills, and voice quality. He also added how knowing multiple languages can be a major advantage

Workshop on Email Marketing

On 16th March 2022, the Atharva Institute of Information Technology organized a 1-Day workshop on "Email Marketing" for the BCA students. The session was conducted by Ms. Pinky Joshi. We got a glance at the marketing world and a deep dive into the concept of email marketing. She also made us aware of tools and websites used for marketing and gave a live presentation and practicals on how to use them. We were glad to have a great and informative seminar.

Workshop on Robotics

On 11th March 2022, Atharva Institute of Information Technology, organized a 1-Day workshop on "Robotics" for the BCA students. The session was conducted by Dr. Bhavin Shah (Coordinator - Atharva Robotics Center). The workshop covered the topics of robotics and explained the types of robots. It was a very productive workshop, students were given exposure to their projects. We got to know why robots were included in industry and how efficiently they do regular tasks. Not only one type of robot but different types of robots scaled the production rate of industries rapidly. The seminar also included a live demonstration of robots and we had a chance to interact with them too.

Workshop on Full Stack Development

On 26th March 2022, the Atharva Institute of Information Technology organized

a 1-Day Workshop on " Full Stack Development " for the BCA students. The session was conducted by Abhishek Gupta (Technology Analyst, MSCI). He made us aware of new technologies used in the IT industry and gave insights and expectations of an IT company/organization from the programmers. Overall the seminar was very informative and engaging.

Workshop on Cyber Security

On 31st March 2022, the Atharva Institute of Information Technology organized a 1-Day Workshop on " CYBER SECURITY " for the BCA students. The session was conducted by Prasad Dalvi (Sr. System Analyst). The seminar started with the topic of hacking and the need for cyber security. We got to know the need and importance of cyber security in this era of Industry 4.0 . We were shown a practical example of live camera hacking through hacking tools. We also got aware of web security and password cracking and how to avoid them and be safe. The seminar was utterly important as we need this knowledge and awareness in the future.

Industrial Visit 2022

Atharva Institute of Information Technology organized an Industrial Visit on the 28th and 29th of March 2022. All the students and two faculty members visited the Mystic Valley Resort, which is located in Igatpuri.

The bus journey was fun as the students were given a packed breakfast which was delicious and consisted of muffins, sandwiches, chocolate, and more. It took about 3 hours to reach the resort, and the ride was filled with music and games with casual dances. They stopped along the path for a nice view over Igatpuri, then reached the resort. Following lunch, the rest of the time was spent at the pool, playing water games and having fun. Later that night, a DJ party was held for the students and the night was filled with music, dance movements, and delicious food.

After checking out the next day, the students visited the Vipassana Center situated in Igatpuri, where they spent some hours, walking through the vipassana zones, learning about the history and importance of meditation. They attended a presentation giving details on Vipassana Center & its routines and also performed a half-hour meditation. The next destination was the camel valley in Igatpuri while they were on their way back to Mumbai, it was a beautiful view and the mountain and place looked exactly like a camel hump,

thus the name. At 7:30 p.m., the students were back in college and walked away with happy smiles and fond memories of the fun trip.

Anna Ratnam is an Annual food festival that is a part of the curriculum of third-year students to showcase their culinary creations. • It teaches them the skills like team management, planning of menus, presentation, service of food, cost management, management, aesthetics of food preparation & service area, cost planning & control, advertisement of business, and sales planning which are of the utmost importance in the hospitality industry. • Anna Ratnam is organized on the ground floor of the college and spreads across an area of about 3000 sq. ft. so there is ample space for the sponsors to advertise their brands in various ways.

Groups are formed comprising of 10 members each from the third year batch and are allotted stalls to present their culinary creations. Every year around approx 30 stalls is set up by the third-year students. The stalls are open from 11 am – 6 pm. Students advertise their products and stalls amongst all institutes of the Atharva group.

Students are being trained in Garden Cafe considering the high standards and expectations of the Hotel industry. Students practice the functions and responsibilities of a barista in the cafe. The practice of making different types of coffees for Eg. Cappuccino, Latte. Live Training every day in a fully functional Garden cafe on how to use the international standard coffee machine present inside the cafe.

Students are trained on grooming, answering telephone calls, organizing the front desk department, solving guest queries effectively, handling check-in & checkout, and taking feedback for improvement in services.

As a Front of ce representative, the role is extremely important to create a memorable experience for our guests & to make them feel welcomed & comfortable.

Students Corner

Neha Kudva

BCA- 3rd Year^r Netra Mahadik

BCA- 3rd Year

Sayli Patil

Nishita Shetty

MMS-B

PGDM

Revati Jadhav

MMS A-37

Romana Shaikh

MMS A-31

Revati Jadhav

MMS A-37

Sayli Patil MMS

Revati Jadhav

Romana Shaikh

MMS A-31

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Vaishnavi Raut
ASFA

Shalini Maurya

ASFA

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